



Many producers have stated that the Alabama Farmers Market Authority's 'Buy Fresh, Buy Local' marketing campaign has significantly increased sales for their products and that expansion of campaign will be a positive influence in driving sales of Alabama products at the Public Market.

Project Goals:

- Establish a showplace that increases the visibility of Alabama agriculture and specialty food makers;
- Enhance the viability of local agriculture by providing ways for farmers and local businesses to expand their offerings and customer base;
- Improve access to high-quality affordable local foods for households of all income ranges;
- Provide classes and other educational programs to improve nutrition and consumer support of Alabama agriculture by increased knowledge of how to prepare meals using affordable and local fresh foods;
- Create new small business opportunities for makers and sellers of specialty and prepared food items; and
- Promote revitalization of the area through a catalytic development of a Public Market that attracts retail and other diverse, mixed-use development.



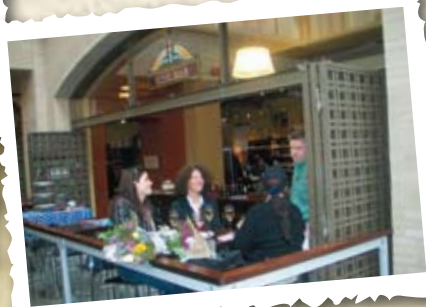
If you would like to know more
or be part of Market Alabama please contact:

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MARKET ALABAMA



**Traditional Commerce
Modern Convenience**



MARKET ALABAMA

Traditional commerce, modern convenience

Mission

The mission of Market Alabama is to operate a year-round indoor-outdoor venue to showcase Alabama's agricultural products. Market Alabama will combine the traditional setting of yesterday's public markets with modern facilities for independent and local businesses to showcase their products. Market Alabama will provide a hub-like setting allowing customers the opportunity to "meet the producer" directly.



The Market Hall will consist of an indoor facility of shops and restaurants along with temporary "day tables" and permanent stands. Support facilities will include dry and cold storage along with demonstration kitchens and areas for classes and education programs.

The public market will also be complimented with an open-air market for seasonal vendors, similar to farmers markets we know today. Two-thirds of the proposed market will consist of stalls and the remaining area will be permanent structures offering prepared, packaged, and specialty foods with a local focus, as well as hot foods and meals prepared on-site.



Public Market vs. Farmers Market

Public Markets operate seven days a week year-round, and have both farmers and a larger number of other locally owned vendor stalls, resulting in a wider selection.

Farmers Markets are more seasonal, usually operate only a few days per week, and have only farmers selling directly to consumers.

Public Markets can be complementary to farmers markets, and the experience of other cities across the U.S. suggests that Alabama can expect both of these types of markets will expand the overall demand for local products, allowing both types of markets to thrive.

Prospective vendors' will be identified through established databases of Alabama based companies and farms. Large and small vendors have great pride in their products and express interest in having their products represented at the public market.

